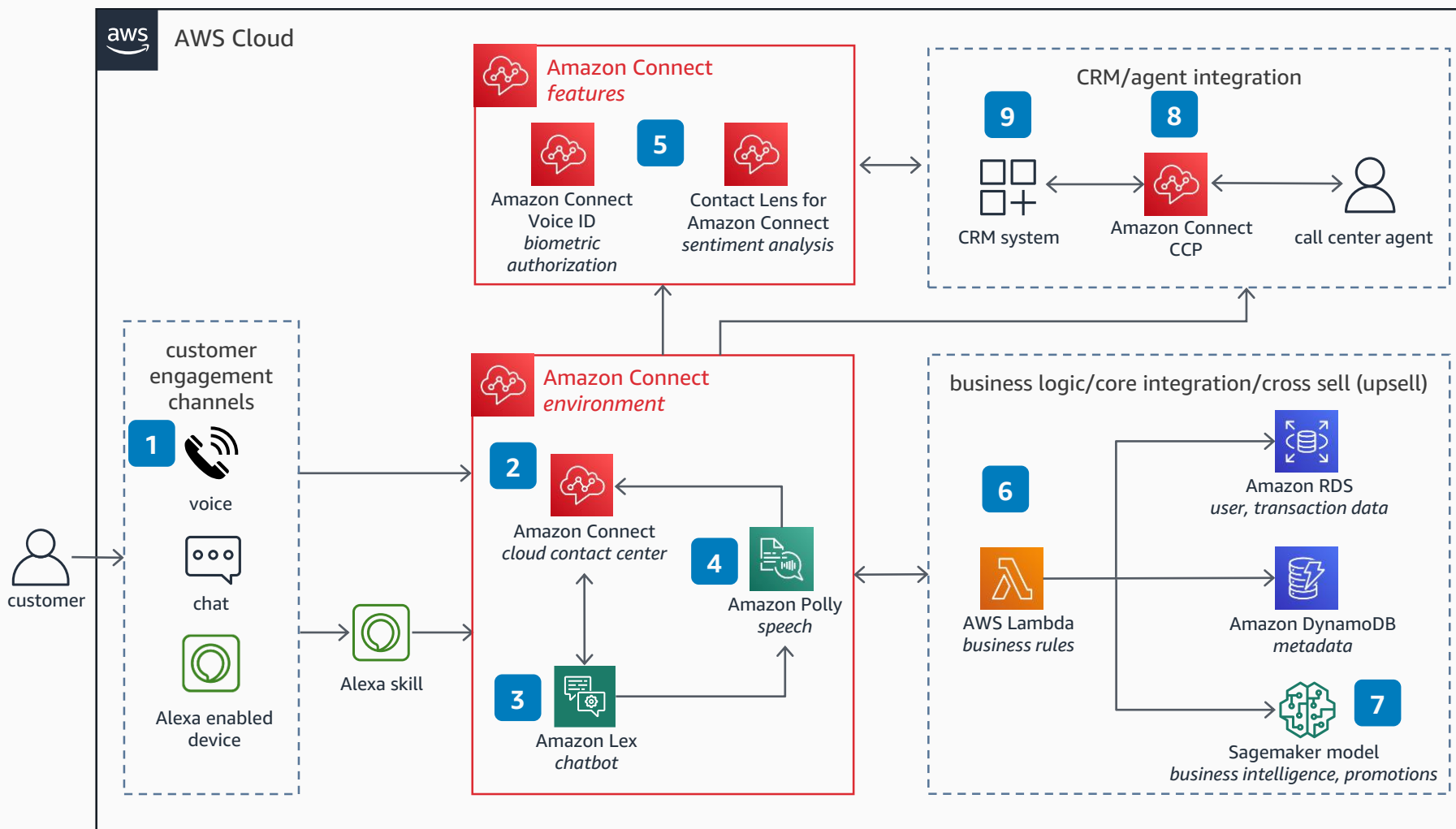


Guidance for Omnichannel Contact Center for Banking on AWS

This reference architecture helps you transform the customer experience using an Amazon Connect environment on AWS.



- 1 The customer notices a fraudulent transaction in their credit card statement and reaches out to the bank by their preferred communication channel (such as voice or chat).
- 2 **Amazon Connect** provides high-quality omnichannel voice and interactive chat experiences to customers.
- 3 **Amazon Connect** integrates with **Amazon Lex**, a fully managed artificial intelligence (AI) service designed to build conversational AI.
- 4 **Amazon Connect** integrates with **Amazon Polly**, which converts text to speech to offer similar and seamless experiences across both voice and chat to the customers.
- 5 **Amazon Connect** integrates with **Amazon Connect Voice ID** for biometric authentication, and with **Contact Lens for Amazon Connect** for sentiment analysis.
- 6 **AWS Lambda** integrates with the backend systems and APIs and helps customers find the information they need quickly. It also automates resolving some problems without the need for agent interaction.
- 7 Machine learning models are used to understand customer profiles and offer personalized content delivery.
- 8 Agents use the **Amazon Connect** Contact Center Panel (CCP) to interact with and support customers beyond the automation phase.
- 9 **Amazon Connect** integrates with various systems and comes with pre-built integrations for popular customer relationship management (CRM) systems, including Salesforce and Zendesk.



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AWS Reference Architecture